

determining if the requestor is permitted to receive the requested personal information based upon the policy;

a2 enabling the requestor to decline receipt of the personal information based upon a cost of the personal information; and

providing the requested personal information to the requestor if the requestor is permitted to receive the personal information and has not declined receipt of the personal information based upon the cost.

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14. (Amended) An apparatus for selling personal information, comprising:
- a receive module that receives personal information of an owner of the personal information;
  - a policy module that specifies a policy related to sale of the personal information;
  - a validate module that validates the personal information;
  - a module that receives a request for the personal information from a requestor;
  - a module that enables the requestor to decline receipt of the personal information based upon a cost of the personal information; and
  - a provide module that selectively provides the validated personal information in response to the request and based upon the policy and whether the requestor has declined receipt of the personal information based upon the cost.

#### REMARKS

In response to the Office Action dated July 30, 2002, Applicants have amended claims 1, 8, and 14. Claims 1-20 are pending. Reconsideration and allowance of all pending claims are respectfully requested.

Claim 8 was objected to because of a grammatical informality. Applicants have amended claim 8 as requested by the Examiner.

Claim 2 was rejected under 35 U.S.C. § 112, second paragraph, for indefiniteness resulting from the phrase "the policy" allegedly having insufficient antecedent basis. Claim 1 recites "a policy" in the specifying step and, therefore, Applicants respectfully submit that "the policy" in claim 2 has sufficient antecedent basis.

Claims 1-20 were rejected under 35 U.S.C. § 102 as anticipated by U.S. Patent No. 5,987,440 (O'Neil patent). Applicants have amended independent claims 1, 8, and 14 to clarify the invention and respectfully submit that the O'Neil patent does not disclose nor suggest all elements of these claims.

In particular, claims 1, 8, and 14 require that a requestor of personal information be provided with an opportunity to decline receipt of the personal information based upon

the cost of it. This feature is supported at least by Figures 2D, 2E, 3F, 3G, and the accompanying text of the present application as filed.

This feature provides greater flexibility for requestors and it is not disclosed nor suggested in the O'Neil patent. Figure 28 in the O'Neil patent illustrates a screen for executing a search and displaying search results in a picture-link 527. However, the screen and associated processing of O'Neil provides no way for the user to decline receipt of the search results in picture-link 527 based upon a cost of the search. Therefore, the system of the O'Neil patent does not provide for the features and flexibility of selectively providing personal information based upon a cost of it as defined in Applicants' claims 1, 8, and 14. Accordingly, Applicants respectfully submit that the O'Neil patent does not disclose nor suggest all elements of claims 1, 8, and 14, and that they are thus patentable over the O'Neil patent.


Applicants respectfully submit that dependent claims 2-7, 9-13, and 15-20 are patentable for the same reasons as provided for corresponding base claims 1, 8, and 14, and because they define additional combinations of elements not disclosed in nor suggested by the cited references.

Accordingly, Applicants respectfully submit that the pending claims are in condition for allowance. Reconsideration and allowance of all pending claims are respectfully requested.

Attached hereto is a marked-up version of the changes made to the claims by the current amendment. The attached pages are captioned "**Version with Markings to Show Changes Made.**" Also attached are a clean copy of the pending claims. The attached claims are captioned "**Pending Claims.**"

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Respectfully submitted,



Sean S. Wooden, Reg. No. 43,997  
**DORSEY & WHITNEY LLP**  
1001 Pennsylvania Avenue, N.W.  
Suite 400 South  
Washington, D.C. 20004  
Tel. (202) 442-3000  
Fax (202) 442-3199

**Version with Markings to Show Changes Made**

Claims 1, 8, and 14 have been amended as follows:

1. (Amended) A method for selling personal information, comprising:  
receiving personal information of an owner of the personal information;  
specifying a policy related to sale of the personal information;  
validating the personal information; [and]  
receiving a request for the personal information from a requestor;  
enabling the requestor to decline receipt of the personal information based upon a  
cost of the personal information; and  
selectively providing the validated personal information in response to [a] the  
request and based upon the policy and whether the requestor has declined receipt of the  
personal information based upon the cost.
8. (Amended) A method for selling personal information, comprising:  
receiving from a requestor a request for personal information of a particular owner  
of the personal information;  
specifying a policy related to sale of the personal information;  
validating the personal information through a trusted third party;  
determining if the requestor is permitted to receive the requested personal  
information based upon the policy; [and]  
enabling the requestor to decline receipt of the personal information based upon a  
cost of the personal information; and  
providing the requested personal information to the requestor if the requestor is  
permitted to receive the personal information and has not declined receipt of the personal  
information based upon the cost.
14. (Amended) An apparatus for selling personal information, comprising:  
a receive module that receives personal information of an owner of the personal  
information;  
a policy module that specifies a policy related to sale of the personal information;  
a validate module that validates the personal information; [and]  
a module that receives a request for the personal information from a requestor;  
a module that enables the requestor to decline receipt of the personal information  
based upon a cost of the personal information; and

a provide module that selectively provides the validated personal information in response to [a] the request and based upon the policy and whether the requestor has declined receipt of the personal information based upon the cost.